

Public Art Policy Update

City Council
November 10, 2016



Agenda

- > Background
- > Definitions
- > Policy Content
- > Next Steps
- > Questions
- > Update on the Cultural Plan



Some see the glass as
half empty. Others
see the glass as
half full. I just
wonder who the hell
is drinking my Beer!

COMMUNITY CULTURAL PLAN

2016 CORNERSTONE PROGRAMS

- > Cultural Grants
Distributed \$480,000 to the Community
GOS Grants, Risk Capital, Project Grants
- > Public Art
Experiments in Public Art
Temporary Exhibitions
Policy Development







BACKGROUND

CONTEXT FROM THE COMMUNITY CULTURAL PLAN

- > Community Priority: Focus on the expression of culture and creativity in the public realm through public art, the urban landscape, culture in the neighborhoods, and serendipitous encounters with the arts.
- > Strategy: Reinvent our Public Art Program



BACKGROUND

OUTREACH AND CONSULTATION

- > Identifying Goals and Priorities:
 - Public Art Town Hall Series, 2014
 - Cultural Plan Surveys & Focus Groups
 - Experiments in Public Art* Projects
 - Facilitate Art in Public Places Projects
- > Policy Development:
 - Regular Updates at the Arts Commission
 - Staff Consultation
 - Table-top Exercise with SMEs
 - Farmers Market Engagement



DEFINITION: PUBLIC ART

- > Artwork owned by the City of Boulder, temporary or permanent, displayed in a location consistently accessible to the public



DEFINITION: ART IN PUBLIC PLACES

- > Any work of art acquired for public display
- > May be acquired by governments, private individuals, developers, districts, non-profits, businesses, or any other



PUBLIC ART: PURPOSE

"The City will acquire works of art which encourage creativity, contribute to a sense of place, spark conversation, tell our shared stories and capture our moment in time, foster the enjoyment of diverse works of art, and are thoughtfully designed contributions to the urban environment of our vibrant city."



POLICY CONTENT

- > Enhanced Purpose Statement
- > Streamlined Administration
- > Improved Acquisition Process
- > Refined Definitions







NEXT STEPS

- > Policy Implementation
- > Commissions for Civic Area and Community, Culture & Safety Tax Projects (temporary and permanent)
- > Municipal Model for Art in Public Places
- > Sustainable Funding

QUESTIONS



Image Credits

1. *Constellatory* by Rebecca DiDomenico, part of "Experiments in Public Art."
2. *Harm to Table* by Matthew Mazzotta, part of "Experiments in Public Art."
3. *Boulder Beetles* by Emma Hardy, part of "Experiments in Public Art."
4. *ROAM* by John Geiger, temporary art in public places project supported by the Office of Arts and Culture sponsorship fund.
5. *Mapping Stories* by Markus Dorninger, part of "Experiments in Public Art."





UPDATE ON THE COMMUNITY CULTURAL PLAN

Support our Cultural Organizations

- > Successful first year of the new cultural grants program:
\$450,000 distributed
18 Operation Grants
8 Project Grants
2 Risk Capital Grants
- > Sponsorships & Partnerships



UPDATE ON THE COMMUNITY CULTURAL PLAN

Support Artists and Creative Professionals

- > Professional Development Scholarships
- > Artist Forums
- > NoBo Art District
- > Business of the Arts Sponsorship



UPDATE ON THE COMMUNITY CULTURAL PLAN

Civic Dialog, Awareness, &
Participation

- > Cultural Leadership Summits
- > Regional Alliance Feasibility Study
- > Newsletters
- > Boulder Arts Week



UPDATE ON THE COMMUNITY CULTURAL PLAN

Reinvent our Public Art Program

- > *Experiments in Public Art*
 - Harm to Table* by Matthew Mazzotta
 - Knitting Ballet* by Ana Maria Hernando
 - Constellatory* by Rebecca DiDomenico
 - Mapping Stories* by Markus Dorninger
 - Boulder Beetles* by Emma Hardy
 - Urban Preserve of Boulder* by The Art Guys
 - 3 more in design phase
- > Art in Public Places Partnerships; 5 Projects
- > New Public Art Policy

TECHNICAL REVIEW
COMMITTEE

SELECTION PANEL

COMMUNITY
ENGAGEMENT

BOULDER ARTS
COMMISSION

CITY MANAGER

STAFF

Step 1:
Project
Implementation

REVIEW

REVIEW

PARTICIPATE

APPROVE

APPROVE

Advertise Call

Step 2:
Select Semifinalists

REVIEW

APPROVE

UPDATE

Proposal
Development

Step 3:
Finalist Proposals
and Selection

REVIEW

APPROVE

PARTICIPATE

APPROVE

APPROVE

Contract

Step 4:
Design

REVIEW

UPDATE

UPDATE

Design Approval

Step 5:
Fabrication
& Installation

REVIEW

UPDATE

UPDATE

Celebration!

PHASE II Inspiration:



Audra Hubbell – *Letters At Large*

By projecting large single letterforms into the outdoor environment, Hubbell's project became about finding the perfect harmonies in the formal qualities of the letter and the visual themes of the space itself. These projections completely change the viewers perception of each unique built-space.



Arquitectonica Geo – *Bently Bay Garage*

Arquitectonica Geo creates gardens within the parameters of parking garages. These gardens utilize the built structure as framework for their plantings



Ned Kahn – *Wind Veil*

Kahn's sculptures are constructed of small aluminum hinged panels that move freely in the wind. The work becomes a giant curtain from the outside, and from the interior, gently disperses light much like tree coverage.



Ball Nogues - *Cradle*

Inspired by Newton's Cradle, Ball Nogues transformed an every-day object into a larger-than-life sculpture and suspended it from a parking garage façade in Santa Monica. By addressing ubiquitous facades with unconventional work, the space immediately changes into place.



"Organic Growth" by Izaskun Chinchilla Architects

i. Project Budget – Phase I is separated into two projects:

- **11th Street Spine Signature Artwork:** \$250,000 (all-inclusive) funded by the Community, Culture and Safety Tax



"Man Running" by Sean O'Meallie



"Red Forest" by Konstantin Dimopoulos



"Giant Clothespin" by Mehmet Ali Uysal

- **Temporary Interventions** series: \$10,000 - \$20,000 / project with a total budget of \$125,000 funded through the Office of Arts & Culture 2017 budget



light installation by Luzinterruptus



Fabric installation by Rachel Hayes



Temp swings by Daily Tous Les Jours